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BINDERS BOARD
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ASSOCIATION

THE GETTY CENTER LIBRARY



Why ask for the moon
When we have the stars?

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BOUND TO LAST



BOUND
TO
LAST

A Compilation of Data
Published for Those Who Are
Interested in
BETTER BOOKBINDING



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BINDERS BOARD MANUFACTURERS
ASSOCIATION

18 East 41st Street, New York, N. Y.

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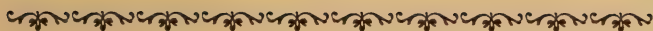
THE GETTY CENTER
LIBRARY

ACKNOWLEDGMENT

The Binders Board Manufacturers Association wishes to thank all those who have given data and information of use in compiling this book. The Association greatly appreciates the interest and co-operation shown in personal interviews, correspondence, and answers to questionnaires.

LEIGH H. DAVEY, *President,*

BINDERS BOARD MANUFACTURERS
ASSOCIATION



THE DEVELOPMENT OF BOOKBINDING

WITH the invention of the folded leaf, about 400 A.D., book bindings came into use. Before that time, books had been lettered on scrolls, rolled, and inserted in a case. The earliest bindings were of metal—gold or silver, chased, carved, beautifully enameled, or even jeweled. Richly embroidered velvet was also used.

Leather for book bindings was first introduced as an economy. It was none the less skillfully ornamented, and was soon found to be very beautiful, as well as very practical, lending itself readily to a variety of treatments. One of the finest specimens of the earlier leather bindings is the little Gospel of St. John, taken from the tomb of St. Cuthbert. This little volume, made in the tenth century, is a beautiful example of skilled craftsmanship, and its state of preservation is remarkable. It is bound with wooden boards, covered with red leather.

The invention of printing, in 1454, like the invention of the folded leaf, marked an epoch of great significance in the history of binding. Books could now be made in larger quantities, and their distribution and use became far more general. It was in the fifteenth century—the time of Maioli and Grolier—that the art of bookbinding attained its highest perfection.

Grolier, who was Treasurer of the Duchy of

Milan under Louis XII, possessed one of the most famous libraries the world has ever known. Today his library would not be considered a large one, but no present-day collection could rival it for specimens of beautiful binding. Due to the efforts of the Grolier Club, in their library in New York many of Grolier's bindings, and many other rare and exquisite specimens of the art of bookbinding, are preserved, and their history is recorded for future generations.

Grolier's books were made for him in France and Italy. The great Aldus, whom he befriended, made some of the best of them. It is probable that if Grolier did not actually draw the designs for his covers, he greatly influenced their making, for they are all characterized by their geometrical patterns. The cover of this book is a facsimile of a Grolier design. The influence of his characteristic designs is still strongly felt.

Material and design were the outstanding features of the earlier specimens of bookbinding. In those days craftsmanship was to be expected in the making of any beautiful object. Time was a slight consideration, and the patience of the early craftsman seems to have been almost unlimited. Great ingenuity was displayed both in design and in execution. Leather of many kinds was used. Flammarion's copy of his own "Ciel et Terre" was not the first volume to be bound in what had once been the white and gleaming shoulders of a countess.

Due to the infinite care and patience that went into their making, it has been possible to preserve

many interesting specimens from the libraries of patrons of the art of bookbinding at its height. In the time of Louis XII, the Eves family were binders for the Court. They designed and made many beautiful books for the King, for Queen Catherine, and for Diane de Poitiers.

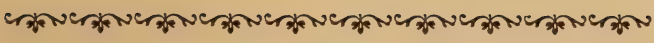
But often the greatest artists among bookbinders worked obscurely and in poverty. About this time, Payne, in England, feeble and poor and old, toiled slowly in a dingy little room. Here, in the midst of hopeless, squalid disorder, a precious manuscript might lie on a shelf with a moldy old shoe and a loaf of bread. Yet the work of Payne lives after him, in the books he bound with such infinite care in that sordid little room.

In the eighteenth and early nineteenth centuries, bookbinding became more commercialized. For a time the very unsatisfactory method of binding books in paper-covered boards was used. Then the backs were covered with cloth, the paper being used only for the sides. In 1822 Archibald Leighton, binder for the chief publishers of that day in England, introduced bookcloth, which was a decided improvement over paper-covered boards. But good book-making was at a very low ebb at this time. Board as well as cloth was in the experimental stage, and the machinery used lacked its present-day perfection.

Ruskin and William Morris brought a revival of the art, with their belief that design and craft should never be separated. The books of William Morris of the Kelmscott Press, and the beautiful bindings of Cobden-Sanderson, show the perfec-

tion attained when design and craftsmanship go hand in hand. Cobden-Sanderson practiced his belief that each man who worked on a book had a part in creating the artistic whole, and that each should be given credit for his part.

Gradually, traditions of artistic book making are being revived. Publishers are making more beautiful and more substantial bindings—not merely for special editions, but for the books on their general lists. For a time one of the younger American publishing houses whose books are particularly interesting followed Cobden-Sanderson's idea of giving credit for each part in the making of the book. In the back of each of their books they gave a brief but very interesting note on the materials used, on the typography, and the name of the printer, the binder and the designer. It is to be hoped this practice will be revived, not only by this firm, but by others, for there is undoubtedly a growing interest in good book making in this country, and an increasing general knowledge of the factors entering into a well-made book.



PRESENT-DAY BOOKBINDING

THE present revival of interest in good book making includes the practical as well as the artistic. The greater use of books makes it more than ever necessary that the practical side be considered. Books are no longer merely objects of art, to be collected by the wealthy. They play a very definite part in daily life because of their use in education, in office practice and in industry, and their widespread general use for pleasure and improvement. Books are *used*, and often given very hard use and even abuse. Therefore, durable binding is important.

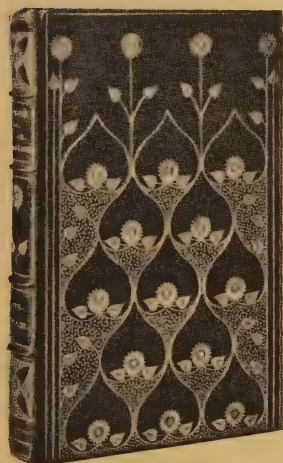
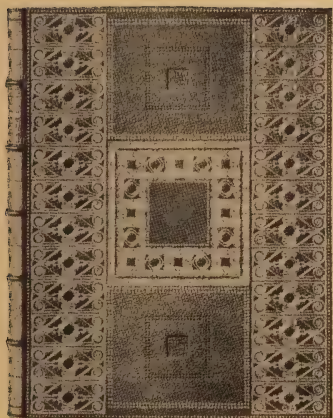
The principal factors in bookbinding are the board, the sewing and the gluing. Cloth, leather, fabric, or whatever material is used to cover the boards, is also important, but here there is a wide range of choice, and much depends on the particular use of the book and the amount to be spent in its making. But on the board, the sewing and the gluing, the wearing qualities of a book depend to a very large extent. The board is the foundation of the binding. If the board cracks, warps or breaks, it causes the cloth to wear, and the sewing and gluing to pull loose. If the board is soft, the corners of the book are easily damaged.

A reputation for good bindings is of value to the publisher. There was a time when the so-called "average" person knew the name of the book he

read; those slightly above the average knew also the name of the author. Today, the average person is often somewhat abashed if he does not know the name of the author as well as the name of the book, and observation in bookshops shows that a surprising number of people know the different publishers and what they stand for, and that they are interested in knowing who publishes the books they buy. American publishers are building their traditions, and the quality of their bindings plays a not unimportant part in the reputations they establish.

A recent very excellent editorial says, "A well-made book, like a well-made chair, appeals to the eye because it is 'right,' and far more people can appreciate that feeling of rightness than can explain the reasons for their feeling."

A good, substantial binding is a thing that more and more book buyers are demanding. And since books are often used for pleasure as well as profit, a pleasing binding also has its value. But the most beautifully designed binding will fail to have that essential "rightness" unless good materials are used in its making.

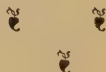


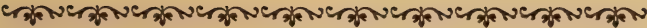
*Examples of bindings that are artistic as well
as durable*

BINDERS BOARD

What It Is

DEVELOPED primarily for the binding of books, Binders Board is a single ply fiber board, made from paper stock by a process wherein the stock is ground into fine fibers which are tightly matted and mixed together. One of its chief advantages is that it is homogeneous and has no plys to separate. The surface is smooth and uniform. It takes paste well and embosses cleanly. The process of manufacture makes Binders Board dense, stiff, tough, resilient and free from a tendency to warp—giving it the qualities necessary for a durable and substantial binding.





ON THE WEAR OF BOOKS

BOOKS in general use can be divided into three classes: Text books—and under this class come all school and college books and the instruction books used for industrial purposes; public library books, embracing all types of books, of course, and books in the private library. The private library may mean the few volumes in any individual's possession, or the thousands in the library of a collector.

Naturally, because of their use, text books receive the hardest wear. Also, they are very likely to receive more abuse than any other class of books. Some children are trained from their earliest years to respect books and to use them properly, but perhaps these children are in the minority; and we cannot deny or alter the fact that many children seem to be born with the destructive instinct. Therefore, text books must be made as durable as possible to resist both wear and abuse.

Realizing the necessity for durable binding on text books, most publishers use for these books only the best of materials and workmanship. Even though competition is very keen in this field, and prices are very low, most publishers find the slight extra cost of the best materials quite worth while. Because text books are now supplied free in many States, the quality of binding receives

most rigid inspection at the hands of the authorities who select the books. And since publishers know it is to their advantage to have their books adopted year after year, they not only want their bindings to pass the inspection, but to give satisfactory service in use. Therefore, the general standard of binding on text books is very high.

Unfortunately, so far the libraries have not been able to get publishers to meet the needs of their conditions. Library books also receive hard and often very constant use. But libraries must buy books of all kinds, and except at extra expense they cannot have their books especially bound for them. Librarians have many opportunities to observe the durability of bindings, and they feel that the general quality of publishers' bindings is very low.

In comparatively recent years a new situation has developed, which may sooner or later present a problem to publishers. This is the rental library. And yet, perhaps, it is an open question whether the publisher regards the rental library as an enemy who prevents the sale of many books, or a friend who causes a far wider general circulation of the books on his list. It is very likely that the latter estimate is the true one—for the rental libraries offer many people the opportunity to read books they could not otherwise afford.

Either because of the great increase in the reading public—what might almost be called the new popularity of reading—or because popular fiction is expensive and the rental library an economy,

the number of these libraries has increased remarkably in the past few years. Some of the older and larger ones have a well-established custom of selling their books while they are still practically new. This amounts to a cut-rate business, really, and undoubtedly does not work to the publishers' advantage. To libraries of this class the question of wear on their books is not serious.

But to the rental library whose real business is the renting of books, the question of wear is a very serious one—even more so than to the large, well-endowed public library. For current fiction, the average binding used is very poor. It may be gay and quite attractive, but the idea always has been that such a book is read once and discarded. Naturally, in any library this is not the case. To the rental library, particularly, it presents a problem when in the height of a book's popularity all their copies go to pieces with great suddenness. Because of the time element and the small margin of profit, the rental libraries cannot afford special bindings before the books are put into circulation, nor re-binding in the midst of their brief career.

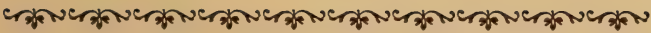
Publishers are firm in their opinion that current popular fiction is read once or twice and then either discarded or relegated to the least used shelves of the bookcase. Very often this is true; yet, possibly, the situation is being rapidly changed, for several reasons. The increasing use of libraries does decrease the sale of books to certain individuals, but on the other hand the sales to libraries are enormously increased. And if it does happen that in time, either because of economy, conven-

ience, or lack of space for books in the modern small apartment, the library business exceeds the sale of fiction to individuals, the durability of binding will assume greater importance.

In the home library, the wear on books varies greatly. Of course, no book can stand certain kinds of abuse. Also, certain extremes of atmosphere or temperature will ruin any binding. Books cannot be kept in a damp basement, nor can they be expected to stand the effect of artificial heat that is too intense and too dry. However, a well-made book should stand ordinary changes of season or atmospheric conditions. Any book may break at the corners if it has a hard enough fall, but if it is bound with good board, broken corners will be rare.

Warping is one of the chief troubles with books in ordinary use. Any book may warp if it is removed from the press too soon. Any book will warp if it is left in a very damp place, or in too dry heat. Any book may warp if the paper linings and the cloth are not glued properly. But a *properly made book bound with binders board will not warp under any ordinary conditions.*

Today, the person who buys a book usually buys it to keep, perhaps to read and re-read. Therefore, the wearing qualities of the binding are of importance in books for general use, as well as for schools and libraries.

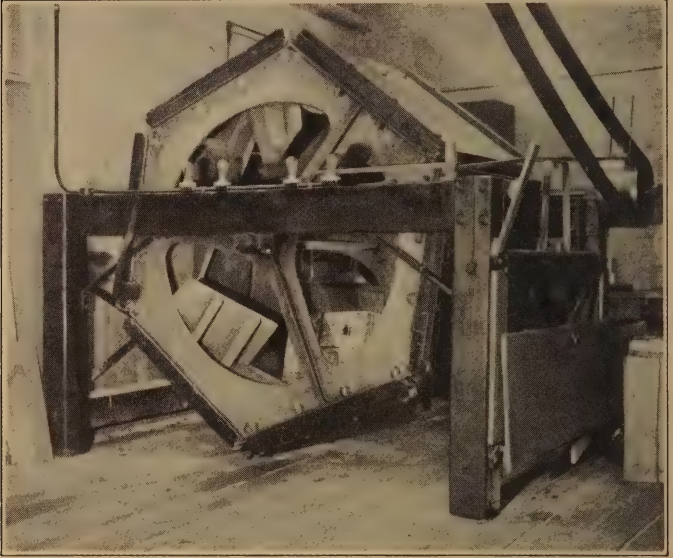


INVESTIGATION AND RESEARCH

THE Binders Board Manufacturers Association has made an extensive survey of the whole book industry, including the use of books and the qualities of board used in bookbinding in this country. This investigation and research was carried on among bookbinders, publishers, librarians, state and city boards of education, book stores, manufacturing stationers and technical laboratories.

Because of their accurate records, kept over many years, and because of ample opportunity to observe the life of bindings, librarians were able to furnish the most detailed information of any group approached. Figures were compiled from the information received from ninety-three representative public libraries in this country. These libraries range from the smallest to the largest in size.

These ninety-three libraries buy 1,390,131 books annually. They have 998,400 books rebound annually, at an average cost of 75 cents per book. In the publishers' binding, the average number of times a book can be issued is seventeen. Rebound according to American Library Association Standard Practice, a book can be issued from fifty to one hundred times, depending on the life of the paper. The problem of rebinding is a serious one to libraries, not only because of the expense, but



A MACHINE THAT WEARS OUT BOOKS

THE best test that can be made is the test of service. This machine, the "tumbler," is used to determine the wearing qualities of binding. For these particular tests, several books were bound exactly alike, except for the board. The books were then tumbled about in the machine.

Results showed that books bound with Binders

Board are far more resistant to wear than
those bound with substitutes.

because the book must often be taken away for rebinding at a time when it is most needed in circulation.

It is significant that books rebound for libraries wear more than three times as long as in their original bindings. The American Library Association Standard Practice for binding gives very specific instructions regarding the quality of material to be used. Binders Board is the foundation of all books bound according to these specifications. Many librarians state that the weakest places in bindings are the sewing and the gluing, and it is true that where the best board is used it outwears the stitching and the gluing. But better known library binders, and the heads of the libraries' own binderies, rate the gluing, the stitching and the board of equal importance. A book is much like a chain, in being as strong as its weakest link, and if the board breaks or warps, it will pull the stitching and the gluing loose.

The chief recommendation of the librarians is that improvement be made in the publishers' bindings. There are 1,940 public and society libraries in the United States. Ninety-three of these buy 1,390,131 books annually, from which it would seem that their business is of some value to the publishers. Better original bindings would enable libraries to cut their enormous yearly appropriations for re-binding, and divert some of this saving to the purchase of new books.

There is an increasing tendency among publishers to have their binding done on contract by the larger bookbinders. Naturally, bookbinders

are very well informed as to the best materials for their purposes. They are practically unanimous in their opinion that good board is of prime importance and that Binders Board always makes a better binding than any substitute. Many of the binders who bind publishers' books on contract also do an enormous amount of rebinding for libraries. These, and all reputable library binders, say that they use Binders Board exclusively for library binding, whether it is specified or not, for they know it is the only board that will give the required service.

The majority of binders say they prefer not to use substitutes for Binders Board in any case, but very often they are forced to because of severe competition for the publishers' business. They say that publishers too often are interested in getting the lowest possible price, with too little regard for the quality of the work. Binders agree that Binders Board adds to the value of the book far more than the one half to one cent it adds to the cost of the average sized book.

Many publishers know the value of good board, and many of them interviewed in this investigation realize that there is an increasing demand for good binding. Most of them believe that for certain books the quality of the binding is unimportant—but there are exceptions to this. One of the oldest publishing houses states that they do not believe fiction is subjected to hard wear, but they prefer to maintain the highest standards of quality in every book bearing their imprint. Therefore, for their fiction as well as for their

general books, they use board and other materials for binding that are in keeping with the high standards of their house.

There are, however, a number of publishers who are not well informed as to the materials used in any of their bindings. They are very much inclined to "leave it to the binder." Where his contract permits him to do so at a legitimate profit, the binder uses Binders Board because he knows it enables him to turn out better work. Many publishers have appreciated the increasing interest in good book making to the extent of paying more and more attention to design and typography. Unfortunately, the durability of bindings has not received its fair share of attention.

Publishers who have made a study of boards used for bookbinding recognize the value of Binders Board. Many of them say they can distinguish readily between a book bound with Binders Board and a substitute. They say there is a difference in the "feel" of the book, as well as in its appearance and wearing qualities. Many of these publishers who have studied boards carefully are publishers of text books. They state that Binders Board is necessary for their books—that even the cheapest books, bound with Binders Board, will stand daily use for two or three years.

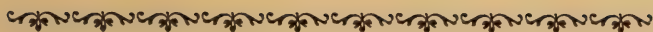
The investigation among State and City Boards of Education showed that while the individuals responsible for the buying of school books have a very good idea of how strong a binding should be, very few of them know the exact materials needed to meet the requirements. In the selection of text

books, many rather rough and ready tests are used to determine the durability of the binding. Greater knowledge of the materials required to give bindings the necessary durability would enable them to make more definite specifications and to depend less on inaccurate methods of testing bindings.

Book dealers who were interviewed said that the interest in better made books is widespread and rapidly increasing. They say that although the general standard of publishers bindings is not high, the revival of printing as an art is drawing more and more attention to good binding. Many publishers are making books of very beautiful design, and many of them are bringing the quality of their bindings up to a standard more in keeping with the beauty of their designs.

Book dealers also comment on the increasing tendency of the general public to read more non-fiction, with the result that the books are not thrown away. Many more biographies, books of travel, of history, criticism and science are being read. Library statistics also prove this. This increasing tendency to read, and to read a high type of literature, naturally increases the general interest in good books, in their make-up as well as in their contents.

In this investigation, it was the purpose of the Binders Board Manufacturers Association to get a true picture of the situation exactly as it exists, and the results proved conclusively that there is an increasing interest in better bound books.



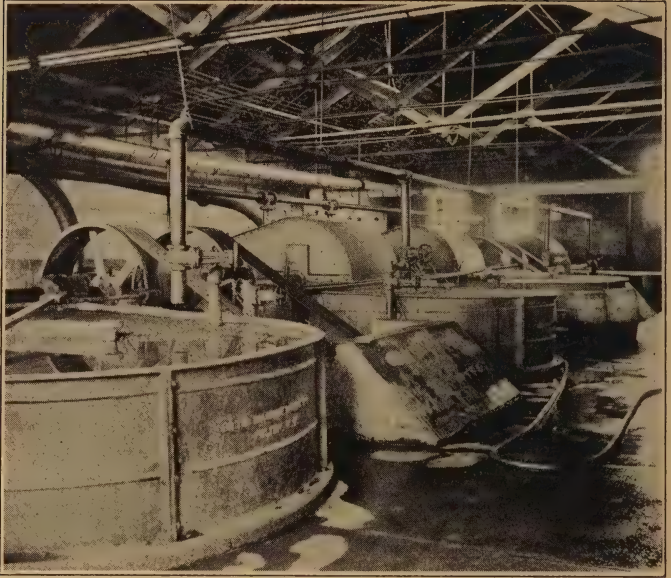
HOW BINDERS BOARD IS MADE

BOOKBINDERS are, of course, familiar with the grades of Binders Board obtainable for use in their work, and the distinctions between the various grades are perhaps of no interest to the layman. All grades of Binders Board are made by the same process, all of them being solid boards formed on a machine, as differentiated from pasted board, which is composed of two or more layers of boxboard put together with silicate of soda.

Both Binders Board and pasted board are made from the same material—that is, from paper stock. It is in the manufacturing processes that they differ. The process of its manufacture gives to Binders Board a greater density, rigidity and ability to stand abuse, as well as freedom from a tendency to warp.

The selection of raw stock is one of the most serious problems confronting Binders Board manufacturers, because the presence of particles of metal or rubber in the finished product will cause trouble to the user. Therefore, great care is used in selecting the raw materials, in order to obtain a stock free from harmful substances. Also, at different stages in the process of manufacture, mechanical devices—metal catchers, screens, etc.—are used to remove metal and dirt.

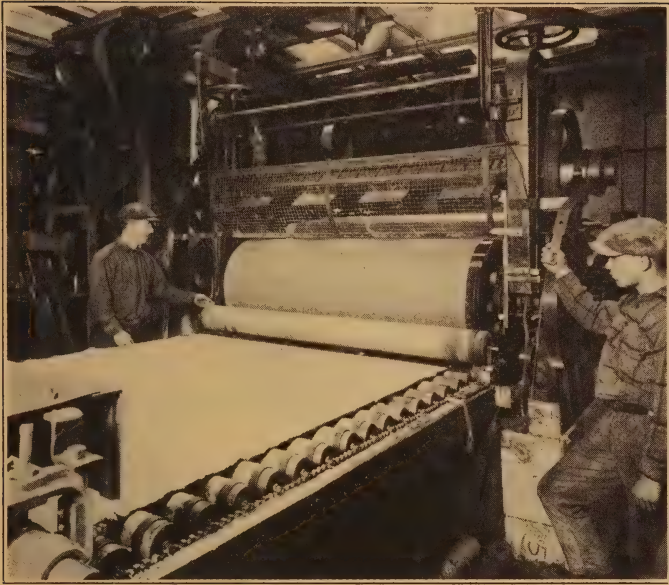
The process of manufacture of Binders Board is not a complicated one to follow. The raw stock



The beaters, where the raw stock is beaten into fine fibers

is first fed directly into beaters, where it is broken up into fine fibers. From the beaters, the stock goes to a Jordan engine, where it is further refined. These operations are carried out with the aid of sufficient water to make a suspension which will flow readily.

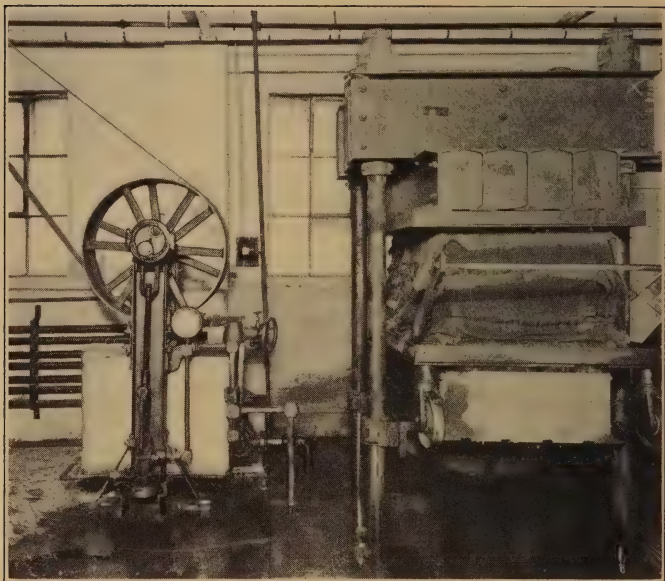
The next part of the operation is the removing of most of the water from the mass of fibers. This is done by revolving a cylinder covered with wire cloth in the vat containing the stock. The water flows through the wire cloth, while the fibers remain behind and collect on the meshes of the wire.



Paper machine, which rolls the stock into a solid, homogeneous sheet

Only part of the cylinder is below the surface of the stock in the vat. The upper part of the cylinder is in contact with a woolen felt which moves at the same rate of speed. The felt picks the stock from the revolving cylinder and carries it along to the making roll. While still in a wet state, it is rolled into a solid homogeneous sheet, with the fibers intermixed and tightly matted together.

This solid homogeneous sheet, two or three times the thickness of the board when finished, is then slashed through, so that it falls from the drum as a slab of wet board five or six feet square. Mechan-



Hydraulic press, where pressure mats the fibers more tightly together

ically operated saws cut it into sizes convenient to handle.

These smaller slabs are placed on the bed of a hydraulic press and put under a pressure of one hundred to one hundred and fifty tons, until each one is compressed into a still more thoroughly homogeneous mass, and all the water that can be removed by pressure is squeezed out. This pressure in the hydraulic press is a very important part of the manufacturing process, since it does much to give Binders Board its great density.

Even at this stage the board contains over 50%



The drying room, where carefully regulated steam heat dries the boards

of water, which can be removed only by heat. So the boards are placed in drying rooms heated by steam and left until they are thoroughly dried. The heat in these rooms is carefully regulated and controlled, resulting in a uniform shrinkage which further increases the strength and density of Binders Board.

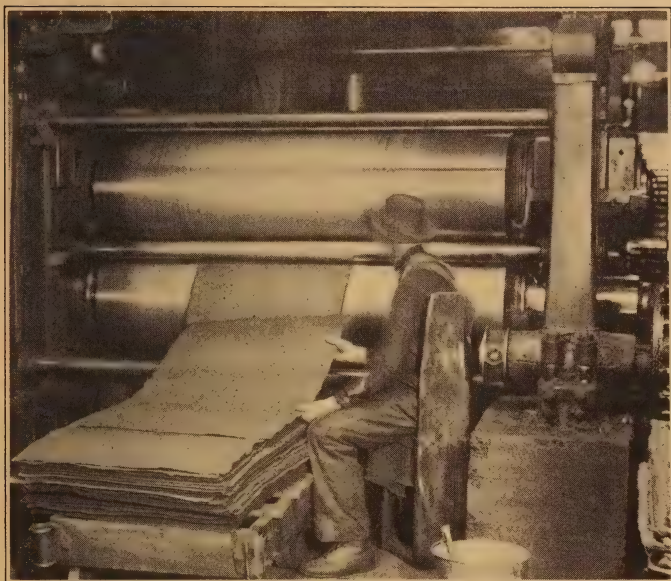
From the dryer the sheets go forward for inspection. They are still in a somewhat rough and unfinished form. Each one is weighed and carefully calibrated for number. After being assorted as to size, the sheets are run through a sprinkler and



The inspection—every sheet of Binders Board is inspected by a skilled workman

from there are sent to calender rolls which compress them to the predetermined required thickness, and give each sheet a smooth, finished surface. The rolls are set so as to give the proper pointage to the finished board.

These smooth, finished boards have been subject to a tempering process in their manufacture. For still further "seasoning" they are kept on hand for a time under favorable storage conditions. Therefore, the consumer of Binders Board does not have to stock it in advance for seasoning. He can use the boards as received, or he can store



Calender, which compresses the sheets and gives them a smooth, finished surface

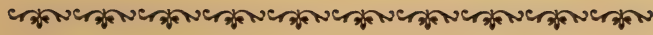
them in a dry place with the assurance that when they are wanted they will be in the same condition as when received.

From this description of the process, it is easy to see that labor is quite an item in the manufacture of Binders Board. The softer pasted boards are made in rolls, which requires much less handling than where the board is dried and finished in individual sheets, as is done in the case of Binders Board. Because of the additional labor involved, this method of making the board in single sheets increases the cost. However, it is the only way

BOUND TO LAST

to produce a board possessing the characteristics required for high grade binding, because the shrinkage is uniform, making the board stronger and more free from a tendency to warp. A single ply board uniformly dried in this way is not easily affected by atmospheric conditions.

The process of manufacture makes Binders Board a dense, resilient board, with perfect surfaces and uniform thickness. Its density makes it tough, stiff and durable. As every bookbinder knows, density and freedom from a tendency to warp are the most important characteristics for the board used in bookbinding.



LABORATORY TESTS AND PRACTICAL EXPERIENCE

COMPARATIVE tests of Binders Board and its substitutes give conclusive proof of the greater wear-resistant qualities of Binders Board. Practical experience also proves that it is the best board for the binding of books.

United States Government methods were used for testing board in the laboratory. In addition to these standard Government tests, various special tests were used. The different boards were subjected to the following:*

1. The Mullen Test, used to determine the resistance of board, by bursting pressure.

The Mullen Tester is the most widely used machine for determining the strength of boards. It measures the force required to burst a hole through a sheet of board, and it shows the strength and toughness of the board better than any other test.

With this instrument it required a pressure of 3.41 pounds per thousandth of an inch thickness to rupture Binders Board. Substitutes for Binders Board proved to be only half as strong, for they burst when a pressure of 1.93 pounds was applied.

*Note: All tests illustrated in this book have been applied to many samples of Binders Board and its substitutes. Average figures are given.



Good boards are uniform in thickness

2. The Thickness Test, used to measure the thickness and uniformity of the board.

For the Thickness Test, a micrometer capable of indicating variation of less than $1/1000$ of an inch was used. This test was used in the laboratory on many samples of various brands of Binders Board and its substitutes.

Also, this same micrometer test is part of the regular routine of inspection of Binders Board at the factory—boards not showing the required standard uniformity are rejected at once. Therefore the laboratory tests serve merely to confirm the uniformity of Binders Board. The manufacturing process of Binders Board makes it particularly uniform.

3. The Toughness Test determines both the toughness and the resiliency of board.

The machine used for this test measures the

force required to bend a board over on itself until it breaks, and also measures the amount of bending the board will stand without breaking. This test showed Binders Board to be nearly 50% stronger than substitutes. (.0722 per unit, against .051.)

4. The Tensile Test, used to measure the force required to pull apart a test piece of board.

In these tests, the Schopper Tensile Machine showed that a force of 108 pounds was required to pull a strip of Binders Board apart. Substitute board of equivalent thickness broke under a tension of 75 pounds. The Government tests board for its own use with this machine.

5. The Tumbling Test, used to determine the actual wearing qualities of board. This is described more fully under the illustration on page 22.

In addition to all these tests, books bound with Binders Board and substitutes were put in circulation in a public library, and the wearing qualities of the different boards compared.

All of the comparative tests of Binders Board and its substitutes showed that Binders Board has far greater strength, toughness and uniformity. They also show that books bound with Binders Board have longer life, and they substantiate the correctness of the binders' opinion, summarized briefly as follows:

“The best and most durable bindings are made by using genuine Binders Board.”

There could be no more conclusive proof of the superiority of Binders Board than its use by those whose years of experience have taught them that Binders Board is the best board for book binding. Every bookbinder of good standing uses and recognizes Binders Board.

Bookbinders have found that Binders Board makes a book that will wear well, look well, and have the feeling of "rightness" that is essential to the well-bound book. Binders Board takes paste and glue well, and embosses cleanly. It enables the binder to do his best work.

The Specifications for Library and School Book Binding, approved by the American Library Association and the Employing Bookbinders of America, call for a "good quality of *Binders Board*, suited in size and weight to weight of the book." There are no exceptions. This rule is to apply for all binding.

Among publishers who have made a study of the question, there is unanimity of opinion in favor of Binders Board. The best publishers specify Binders Board for all their books, knowing that books bound with Binders Board will not readily break at the corners, warp or pull apart.

Publishers of text books know that no other board gives the durability required for school books. Even for their lower priced books they find that it pays to spend the extra one-half to one cent per volume for the best board.

All those experienced in binding know the importance of using good board. The board is the foundation of the binding. It holds the cloth, the

end leaves and the backing together, supporting the whole structure of the book. Experienced binders know that when boards warp they cause the cloth to pull out of shape and wear through. The strain from warping boards causes the end leaves and the muslin guard to break, letting the book drop out of its binding.

They have found that boards that split into several plies at the edges will soon break, wearing the cloth and making the binding ragged and unsightly. Boards that separate into plies at the corners soon cause a book to become "dog-eared," spoiling its appearance and offering the pages but little protection. Soft boards make a weak binding, offering no resistance to wear.

The well-bound book should have as its foundation a strong, resilient board that will not readily split, warp, nor break at the corners.

To secure good bindings, which are bound to last, we recommend the following:

FIRST: Select a competent binder.

SECOND: Tell him your particular problems.

THIRD: Give careful consideration to his recommendations.

FOURTH: *Specify your materials* and see that they are used.

FIFTH: Remember that Binders Board should always be used for the foundation of a durable binding, because it gives that essential feeling of "rightness" and because books bound with Binders Board are *Bound to Last*.

BOUND TO LAST

TRADE CUSTOMS

Binders Board Manufacturers Association

Effective Oct. 1st, 1926

Bundle

The standard package of Binders Board is a bundle weighing 50 lbs.

Count or Number

By "Count" or "Number" is meant the number of sheets of any size in a bundle weighing 50 lbs.

Regular Number

The "Regular Number" indicates the number of sheets, 20 x 30 in size, in a bundle of 50 lbs.

Terms

All accounts are due net in thirty days from dates of shipments. Any freight deductions made are conditional on the surrender of paid expense bills.

Extra Charges

All quotations for Binders Board thicker than a No. 12—20 x 30, or thinner than a No. 50—20 x 30 are made subject to extra charge.

There is an extra charge for trimming to size.

DIRECTIONS FOR ORDERING

If purchasers will follow these directions it will greatly assist in giving the best possible service without delays and errors.

Size

In all cases, whether ordering regular stock or special sizes, state sizes wanted in inches.

Weight or Thickness

Specify the number of sheets wanted of the size ordered in each 50 lb. bundle, or the caliper thickness. If the special size which may be ordered is to be made on the basis of a regular number or weight, state that fact clearly. If in doubt about the number, weight or thickness desired, send a sample showing exactly what is wanted.

BOUND TO LAST

Special Requirements

State clearly all special requirements for each item, and when convenient describe any unusual or special use for which the product is wanted.

Shipping Instructions

Give name of consignee and destination. Mills reserve the right to route all goods sold at delivered prices. Give date of shipment desired.

For shipment to points in any territory where arbitrary or local freight rates are charged, such additional charges will be added to the price quoted for deliveries in said territory.

RESERVATIONS

1. Prices quoted are subject to change without notice.
2. Orders are not subject to cancellation or changes after acceptance without written consent.
3. Orders should always be in the form of specifications of quantity, sizes, and weights or count, with a date for shipment. Specifications may be changed if provided for when order is placed, and if stock has not been made.
4. All promises of shipment are approximate and made subject to unforeseen or unavoidable delays.
5. A variation of 3 per cent. in weight either over or under 50 lbs. per bundle is allowable and considered commercial delivery, but in all cases full sheetage to prevail.
6. A variation in thickness of 5 points over or under the specified caliper is allowable on all Binders Board.
7. No claims, allowances or damages will be entertained unless reported on arrival of goods and before using any portion thereof.
8. Quotations for all Binders Board and special products are based on cutting off at the machine to approximate length, and shipping in unprotected bundles, unless otherwise specified herein. Squaring, trimming, or special packing must be clearly specified, for which an extra charge is made.

BOUND TO LAST

BINDERS BOARD TABLE

Showing pointage in one-thousandths of an inch
of a few sizes of Binders Board.

Other sizes can be made to order.

Example No. 25 26"x32"—70 points or 70/1000 of an inch in thickness

POINTS	175	160	145	135	125	120	110	98	88	80	70	65	60	50	45
SIZE	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
26x32	10	11	12	13	14	15	16	18	20	22	25	27	30	35	40
20x30	14	15	17	18	19	20	22	25	28	30	35	37	40	50	55
22x26	14	16	18	19	20	21	23	26	29	32	35	40	45	50	55
22x28	14	15	17	18	19	20	22	24	27	30	35	37	40	50	55
22x30	13	14	15	16	17	18	20	22	25	27	30	35	37	43	50
22x34	11	12	13	14	15	16	17	19	22	24	27	29	32	37	43
24x28	13	14	15	16	17	18	20	22	25	27	30	35	37	43	50
24x30	12	13	14	15	16	17	18	20	24	25	29	31	35	40	45
24x32	11	12	13	14	15	16	17	19	22	23	27	29	32	38	43
26x28	11	12	14	15	16	17	18	20	24	25	28	32	35	40	45
26x30	11	12	13	14	15	16	17	19	21	25	27	29	32	37	42
26x38	8	9	10	11	12	13	14	15	17	18	20	22	25	30	35
27x40	7	8	9	10	11	12	13	14	15	17	19	21	23	27	32
28x30	10	11	12	13	14	15	16	18	20	22	25	27	30	35	40
28x35	8	9	10	11	12	13	14	15	17	19	20	23	25	30	35
30x42	6	7	8	9	10	10	11	12	13	14	16	18	20	23	26
34x44	..	6	..	7	8	..	9	10	11	12	14	15	16	..	..
35x48	5	..	6	..	7	..	8	9	10	11	12	13	15	17	19

BOUND TO LAST
MANUFACTURERS OF BINDERS
BOARD

CONSOLIDATED PAPER COMPANY
Monroe, Mich.

THE DAVEY COMPANY
164 Laidlaw Avenue, Jersey City, N. J.

FANDANGO MILLS
Millburn, N. J.

KERR PAPER MILL COMPANY
East Downingtown, Pa.

THE C. H. NORTON COMPANY
North Westchester, Conn.

THE OTTER RIVER BOARD CO.
Otter River, Mass.

THE RIVERSIDE PAPER MFG. CO.
Glastonbury, Conn.

THE WESTPORT PAPER COMPANY
Westport, Conn.

Further information about Binders Board will
be furnished very gladly by any of the manufac-
turers listed above, or by

O. M. Porter, *Secretary*
BINDERS BOARD MANUFACTURERS ASSOCIATION
18 East 41st Street New York, N. Y.

BINDERS BOARD MANUFACTURERS ASSOCIATION

What It Is and What It Does

The Binders Board Manufacturers Association is an unincorporated, voluntary organization of the manufacturers of Binders Board. Its membership represents approximately 80% of the tonnage of Binders Board now being manufactured in the United States. Its purpose is to extend the use of Binders Board, to maintain its qualities and standards and to render helpful service to the users of Binders Board.

The members of the Association meet monthly to discuss business conditions and problems common to all. Through the Association, members are kept informed of conditions in the industry, and are given technical information which permits them to co-operate with each other in reducing the cost of manufacture and distribution and maintaining the standards of Binders Board.

The Association co-operates actively with the United States Department of Commerce and the American Paper and Pulp Association in efforts to protect the interests of the industry.

O. M. PORTER, *Secretary*,

BINDERS BOARD MANUFACTURERS ASSOCIATION

BOUND TO LAST

CONTENTS

	PAGE
Acknowledgment	7
Frontispiece	8
The Development of Bookbinding	9
Present-day Bookbinding	13
Binders Board—What It Is	16
On the Wear of Books	17
Investigation and Research	21
How Binders Board Is Made	27
Laboratory Tests and Practical Experience . .	35
Standard Trade Customs	40
Binders Board Table	42
Manufacturers of Binders Board	43
Binders Board Manufacturers Association . .	44



BINDING, EUGENE C. LEWIS COMPANY

BOOK CLOTH, INTERLAKEN MILLS

TYPE, CASLON OLDSTYLE

Planned and produced by

WILLIAM GREEN

A CORPORATION

NEW YORK

GETTY CENTER LIBRARY



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